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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

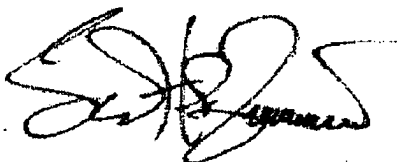
In re application of: SWIX, Scott R.**Group Art Unit:** 3622**Application No.** 10/020,779**Examiner:** VAN BRAMER, John W.**Filed:** December 14, 2001**Attorney Docket:** 01377**TITLE:** "Advertising and Content Management Systems and Methods"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman

Name of Person Transmitting This Paper

April 4, 2008

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RESPONSE TO JANUARY 9, 2008 OFFICE ACTION

Commissioner for Patents

The Assignee respectfully requests reconsideration and entry of the following amendment in response to the office action mailed January 9, 2008. The Assignee respectfully submits that the pending claims distinguish over the cited documents.